

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of

CALAWAY et al.

Atty. Ref.: 4830-3 (AMK); Confirmation No. 4595

Appl. No. 09/814,441

TC/A.U. 3625

Filed: March 22, 2001

Examiner: M. Gart

For: ELECTRONIC STORAGE MEDIUM AND PURCHASING SYSTEM AND METHOD

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August 21, 2007

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REQUEST FOR RECONSIDERATION**

In response to the Office Action dated May 22, 2007, Applicants hereby request reconsideration of the above-identified patent application in view of the following remarks.

**Remarks/Arguments** begin on page 2.